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A. E. KUNDERD

QUALITY IRIS
for Permanent Beauty

Goshen, Indiana

Season of 1928.

Dear Flower Friend:

Just as you have learned to know me through our mutual admiration for Gladioli, I want you to also remember me as having given you much permanent pleasure by furnishing you with other kinds of flowering plants to give you happiness every spring while you watch for their wonders as they unfold in graceful, colorful blooms.

For many years, I have given a great deal of attention to the study of Iris, and have worked long and hard until I have built up large stocks of the best and most satisfactory varieties, and I am now in position to offer my choice Iris on a basis that will give my flower-loving friends an opportunity to have a collection they will be proud to own.

I am sure you will agree with me, after you have planted and watched the varieties I offer you, that the modern Iris, so vastly improved over those of but a few years ago, are as rich as pansies in exquisite colorings and quite equal of the orchid.

Then too, the great advantage that goes with this remarkable plant is permanency—"Iris for Permanent Beauty" as I have chosen to speak of them, because once planted in a suitable location they remain to bloom and multiply year after year with almost no further attention. They are hardy, persistent in their growth, and prolific in their flowering ability.

I am offering you a real opportunity to have a collection of Iris that will immensely please you. I hope you will join me in giving over just a share of your affections to these beautiful gifts of nature by ordering at least one of these introductory collections of twenty assorted varieties for only \$2.00, postpaid. My guarantee of satisfaction is convincing proof of my confidence in the pleasure they will give you.

As this is a most liberal offer, the collections available probably will not be sufficient to fill the great demand, like my recent special Gladiolus offer which was much oversold. For this reason I urge you to order without delay, both for yourself and for some friend to whom you may wish to present an everlasting gift.

Should your order fail to reach me before I am sold out, your money will be promptly refunded.

Sincerely yours,

A. E. Kunderd.

"As tho' fragments of fallen sunbeams had found a heaven in Mother earth, rooted and sent forth leaves and buds to be caressed by the morning dews, then to burst into magic blooms, patterned without fault or flaw, a myriad of iridescent hues as entrancing as the afterglow of sunset. Is it not but a fitting tribute to this wonder of nature, the Iris, that it be christened "The Rainbow's Fairy Flower".

By Dr. J. H. Neeley one of the largest and best known amateur growers of Iris.



A Magnificent Iris Collection

20 Superb Varieties for Only \$2.00! No Two Alike!

SELECTIONS will be made up from more than seventy-five choice varieties of modern Iris, with an assortment of colors that will be hard to eclipse even with the investment of very much more than the cost of these collections. Each selection will contain one Antonia Antonette, my own origination, alone worth \$2.50, and a collection of 19 other choice named varieties, not labeled, all healthy, hardy roots, (rhizomes), no two alike, and will produce an abundance of beautiful blooms next spring. This same collection of varieties, if bought under label, has a value of at least \$8.00.

This Offer Comes to You at the Most Favorable Planting Time

While Iris may be planted at any time between early spring and late fall, the very best time is right after the blooming season. Iris roots planted then have an opportunity to become firmly rooted and well established before fall, and make strong, healthy plants which will carry through the winter and furnish glorious blooms for your enjoyment next spring. Plant Iris in single clumps, beds or borders and the effect is exceedingly beautiful. The normal growing increase from one of these collections will produce, in three years, an effect equal to the planting shown on this page.

This is My Way of Showing You the Choice Iris I Grow

Naturally I have wondered just how I could make you acquainted with the beauties of Iris and let you know that my success with this delightful flower is rapidly giving me a reputation with flower-lovers as a leader among Iris growers. I believe that my flower friends will better understand the high qualities of my varieties by growing them in their own gardens. I have chosen this method of emphasizing their worth, feeling that the confidence of my customers and the recommendations they will make to their friends will fully repay me for selling these collections at this low price.

Here is Just What I Am Offering You—

For the sum of \$2.00 I will send, parcel post prepaid to any point in the United States proper, safe arrival guaranteed, a collection of 20 choice Iris, no two alike. In each collection I will include one Antonia Antonette, a delicate, pure pink, faintly tinted lavender, my own origination, and one of the finest Iris of all time, labeled for identification, and a collection of 19 other choice kinds selected from more than 75 named varieties, but not labeled; a better collection than could ordinarily be

selected from most catalog lists. Antonia Antonette is fully described in my catalog, and it alone is worth \$2.50.

Furthermore my guarantee assures you that you will be completely satisfied with their growing and blooming results; if not, I will send you two collections of equal size and value, free of charge and postpaid. Shipments will start just as soon as blooming season has passed, in June.

Planting Suggestions and Directions Will Be Included with Each Shipment.

For Your Convenience and to Help Me, Use This Order Form.

To A. E. Kunderd, Goshen, Indiana.

For the enclosed \$_____ please send me for "Permanent Beauty"

_____ (one or more) Introductory Iris Collections at \$2.00 each.

Ship postpaid to_____

Street or R. F. D. _____

Town _____ State _____

with the understanding that if I am not satisfied at blooming time that I have received a remarkable value in growing and blooming results, you will send me free of charge, postpaid, two collections of equal size and value.

Because of the great number of orders that will come in from this offer they cannot be acknowledged but you are assured of shipment in your turn as early as possible in late June or early July.

Here are but five of the more than seventy-five equally choice varieties of Iris that will be used to make up these extraordinary collections.

My Unrestricted Guarantee— You've Got to be Satisfied

Plant the introductory Iris collection in accordance with directions you will find with each shipment. If for any reason you are not entirely satisfied that you have received a remarkable value in growing and blooming results, notify me and I will send you free of charge, postpaid, two collections of equal size and value. You to be the judge.



A normal increase from 20 Iris rhizomes should equal this planting in three to four years.

Kunderd Quality Iris for Permanent Beauty

Reggie - 1915



for Permanent Beauty

The marvelous colorings and great variety of tones, tints, and markings of the modern Iris are not eclipsed by any other hardy plant. And best of all they are not only beautiful for one year but they are "permanently beautiful", year after year. They grow, they bloom, they multiply, and then, as each Maytime comes, they are with you again, to spread before you their velvety petals in a rainbow of cheerful colors. The greatest landscaping authorities are now proclaiming the beauties of the Iris and recommending large plantings everywhere.